



WISCONSIN APPRENTICESHIP ADVISORY COUNCIL

to DWD, Bureau of Apprenticeship Standards &
Wisconsin Technical College System Board



Approved Minutes of November 14, 2017
Madison Area Cement Masonry Training Center
Madison, WI

Members Present	
Anthony Jr., Ruben	Urban League
Barker, Daniel	Ariens Company
Branson, Dave	Building Trades Council, Madison
Cook, Jim	NECA-IBEW Apprenticeship
Daily, Michael	United Steel Workers District 2
Emrick, Leigh	Associated Builders & Contractors of WI
Engelke, Kilah	OPCMIA Local 599
Grohmann, Gert	Associated General Contractors, Milwaukee
Hellenbrand, Callie	Alliant Energy
Hurt, Henry	Hurt Electric
Jacobson, Gene	PDC Electrical Contractors
Mortenson, Brandon	IAMAW Lodge 78
O'Neill, Hollie	IBEW 2150, WI Electrical Power
Pfannerstill, Kathleen	Toolcraft Co., Inc.
Pratt, Dawn (Co-Chair)	Walbec Group
Reader, Chris	Wisconsin Manufacturers & Commerce
Wieseke, Mark	United Auto Workers, Region 4
Members Absent	
Hayden, Terry (Co-Chair)	WI Pipe Trades Association
Kessenich, Mark	WI Regional Training Partnership



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Kindred, Brent	WI Department of Public Instruction
Morgan, Carrie	Wisconsin Technical College System

Consultants and Guests	
Anhalt, Tim	NECA-IBEW Apprenticeship
Crary, Cathy	Bureau of Apprenticeship Standards, Youth Apprenticeship
Emrick, Leigh	Associated Builders & Contractors of WI
Johnson, Joshua	Bureau of Apprenticeship Standards
Kargel, Nancy	Bureau of Apprenticeship Standards
Morgan, Karen	Bureau of Apprenticeship Standards
Nakkoul, Nancy	Wisconsin Technical College System
Rice, Vincent	Bureau of Apprenticeship Standards

1. Call to Order

The meeting was called to order at 10:03 a.m. by Co-Chair Dawn Pratt. Co-Chair Pratt thanked Ms. Kilah Engleke for hosting. Council members, consultants, and guests introduced themselves.

2. For Action: Review and approve minutes of July 27, 2017, meeting

Co-Chair Pratt asked the Council to review the draft minutes of the previous meeting. Mr. Dan Barker questioned the use of the word "careless" in the second paragraph of page 8. Ms. Karen Morgan explained the context.

Action: A motion to approve the minutes as written was made by Mr. Gene Jacobson, seconded by Mr. Dan Barker, and approved by the Council.

3. National Apprenticeship Week 2017

i. LEADERS Kick-Off

Ms. Morgan explained that this year's National Apprenticeship Week began yesterday, November 13, with a meeting of the WI Apprenticeship LEADERS participants. Ms. Morgan noted that many Council members are participating in the LEADERS initiative. She opened the floor for comments.

Co-Chair Pratt shared that the Leaders were highly interactive and suggested many great ideas; the meeting was very worthwhile. Mr. Dan Barker agreed, adding that the participants were energized and passionate about registered apprenticeship. Mr. Barker thanked Ms. Morgan for coordinating the event at the Governor's executive residence. Guests added that the break-out sessions and the tour of Madison Gas & Electric were positive. Ms. Morgan

Mrs. Morgan ended by explaining that she included a presentation on the basics of registered apprenticeships at the Leaders kick-off because she wanted to ensure all attendees received the same information.

ii. Additional Events

Ms. Morgan referred the council members to the 2017 National Apprenticeship Week packet included in the meeting materials. She encouraged the council members to attend as many events as possible.

Mr. Joshua Johnson noted that the calendar includes 45 events, most of which involve the construction industry. The hope was 100. Next year, Mr. Johnson hopes to increase the involvement of the manufacturing sector to a similar extent.

4. Presidential Executive Order

Ms. Morgan referred Council members to the material, "Task Force on Apprenticeship Expansion." The task force's first meeting was held yesterday, November 13, 2017, and lasted two hours. The Department of Labor prepared the task force's charter. The Council reviewed the task force's members.

Ms. Morgan referred the Council to the article, "Four Things for Trump's New Apprenticeship Task Force to Consider First." The author had visited Wisconsin to learn how the state's youth apprenticeship program is implemented. The article mentions the program positively.

Ms. Morgan explained that the Trump administration wants to expand apprenticeship, but views the current model as too prohibitive and too slow. She agrees with removing barriers in the current system, but believes in continuing "registered" apprenticeship to ensure the integrity of the training, credential, and technical assistance. To create a non-registered apprenticeship track, the task force would have to either modify CFR 29.30, which is a lengthy process.

A general discussion followed. The Council expressed concern over the task force and the potential for a "non-registered" route to apprenticeship. Co-Chair Pratt reminded attendees that if a "non-registered" apprenticeship became available, Wisconsin would not have to stop its registered apprenticeship program.

Ms. Morgan agreed with Co-Chair Pratt and noted several points that support registered apprenticeship. Wisconsin state law requires registered apprenticeships (chapters 106 and 295). The Department of Labor DOL will be implementing CFR 29:30, the Equal Employment Opportunity requirements for registered apprenticeship, and overall is trying to register more programs federally. Last, the National Association of State and Territorial Apprenticeship Directors (NASTAD), which includes Ms. Morgan's counterparts in states with state apprenticeship agencies, is working with Council Chairs from the SAA States and the Office of Apprenticeship to strengthen and expand the current system.

5. Federal Grants to Expand Registered Apprenticeship

Ms. Morgan briefed the Council on the progress of three federal grants the Bureau received to expand registered apprenticeship: the American Apprenticeship Initiative grant, called WAGE\$; the state accelerator grant; and the state expansion grant.

i. WAGE\$

Karen introduced Mrs. Nancy Kargel, WAGE\$ grant coordinator, and Ms. Kevyn Radcliffe, WAGE\$ outreach coordinator. Ms. Morgan referred council members to the grant documents in the meeting materials.

In the advanced manufacturing sector, the WAGE\$ team completed developing the new Mechatronics Technician registered apprenticeship. Blackhawk, Waukesha County, and Chippewa Valley Technical Colleges are interested in launching the program in January 2018.

In the information technology sector, the WAGE\$ team has developed the first IT registered apprenticeship, Software Developer, which will be launched by Mid-state Technical College in January 2018. The grant team has also begun developing two more new registered apprenticeships: Data Analyst and Help Desk Analyst. Two additional IT apprenticeships, for a total of five, are projected, but the occupations have yet to be identified.

In the healthcare sector, UW Health and SSM are going to move forward. Ruben Anthony mentioned that his organization is conducting a pre-apprenticeship with Fast Forward money. They hope to get a pipeline set up. UW is on the cusp of getting its plan approved. The Bureau will soon begin developing a registered apprenticeship for Pharmacy Technician. Several employers have expressed an interest.

A council member asked whether registered apprenticeships in healthcare will require a sponsor similar to registered apprenticeships in traditional industries. Karen replied, yes, healthcare programs require sponsors and will maintain "traditional" standards, such as ratios. However, programs in new industries will likely set some variation in standards; such as, delivery methods. Ms. Nakkoul agreed and added that related instruction is front-loaded and accelerated in some of the new information technology apprenticeships. There is an accommodated schedule, e.g. maybe related instruction 3 days per week to ensure early development of computer language.

Ms. Morgan concluded her status update by reporting that the grant team has registered 451 apprentices in trades affected by the grant, which is nearly halfway to its goal of 1,000 apprentices.

ii. State Expansion

Ms. Morgan updated the Council on the status of the state expansion grant.

The first goal of the grant is to develop registered apprenticeships in two new sectors: financial services and biotechnology. The program for financial services will be initially assisted by Employ Milwaukee. South Central Workforce Development Board is holding preliminary discussions with employers interested in biotechnology apprenticeships. The biotechnology sector is strong and has a variety of occupations. Mr. Vincent Rice mentioned that Exact Sciences is one company in the Madison area that is driving Biotechnology. Mr. Anthony Ruben has connected with them. Exact Sciences has Colguard and has expanded in the Madison area so has increased workforce needs.

A member asked how the Council could work with organizations like the Urban League to leverage more resources? Mr. Anthony replied that Exact Sciences opened a new facility and its own employment and training center, and created 250 new jobs. The city council approved additional money.

iii. State Accelerator Grant

Ms. Morgan explained that this grant will focus primarily on increasing women in registered apprenticeships, which is why she invited representatives of Chicago Women in the Trades (CWIT) to previous council meeting. At that meeting, the Council expressed strong interest in working with CWIT, so Ms. Morgan hopes the Council will strongly support the Wisconsin Apprenticeship Diversity

Conference the Bureau is planning for sometime in 2018.

6. Wisconsin Apprenticeship Diversity Conference

Ms. Morgan transitioned to her vision of the conference. The goals of the conference are to disseminate best practices and provide whatever assistance employers and committees might need to increase female and minority participation in registered apprenticeship.

Council members discussed the possibility of the Bureau surveying registered apprenticeship sponsors to determine baseline numbers of women and minority registered apprentices. Ms. Morgan replied that the Bureau projects women constitute two percent of registered apprentices in construction occupations and three percent of registered apprentices in manufacturing occupations.

Council members discussed possible reasons for low participation. Mr. Jim Cook mentioned that more women than men interviewed for recent openings for electrical apprenticeships. They shared a common background: coursework in science, technology, engineering and math subjects; and a family background of manual or hands-on work, such as farming. The female applicants did very well in their interviews. Mr. Cook suggested that an individual's age and life stage could be a factor. For example, women in their youth may be more motivated to pursue a registered apprenticeship as a career choice. In contrast, women in older generations may be more motivated by family changes.

A Council member asked whether women are not applying or are applying and not being selected. Ms. Morgan replied that it seems that women are not applying. The Council member asked why more women do not apply. Ms. Morgan provided several possible reasons: the work culture is or is perceived to be unwelcoming; aspects of the work schedule, such as start time and travel time, are not conducive to parenting and make securing child care difficult; and the demanding aspects of the work itself, such as working in inclement weather, working long hours, and performing physically demanding labor, may make the many other career options available to women more appealing. Last, some women may be concerned that becoming pregnant would keep them from promotion.

Ms. Morgan noted that the Bureau conducted focus groups in 1994 and 2005, and is having the same conversation in 2017. Therefore, the Bureau is interested in what sponsors have done to change the culture. Moreover, why are other states more successful in attracting women to registered apprenticeships; such as, California, Oregon, and Washington?

Co-Chair Pratt suggested that perhaps the work cultures are different in other states, and career seekers and employers are more willing to try new things. Mr. Cook commented that trying to change a culture is a long process. He encouraged the Bureau to partner with CWIT and similar organizations for the diversity conference so the organizations can give best practices and lessons learned. Ms. Morgan noted that Milwaukee had made noticeable progress with underrepresented populations before the last recession: 18-19% minorities and up to five percent women.

The Council discussed several additional possibilities. Many women simply may not be interested in construction occupations. The Bureau, Council, and partnering organizations may not have done a good job informing women and minorities of apprenticeship opportunities. Women may be clustered in lower-paying occupations. Perhaps returning female veterans are used to working in non-traditional occupations. Last, perhaps other segments of the population should be explored further, such as re-entry.

Ms. Cathy Crary stated that 40% of youth apprentices are women and nine percent are minorities. Seven percent of youth apprentices in construction are women. Perhaps Academic and Career Planning (ACP) implemented in 2018 will bring the initial involvement of females early; such as, sixth grade. Co-Chair Pratt expressed concern that ACP will not change the discussion or outcomes because the form that students complete still asks what college they intend to attend, thereby guiding students to the traditional 4-year college option. Ms. Crary mentioned that the Skills for Youth grant's objective is to help youth transition into any pathway, and it equally regards military, apprenticeship, college. She suggested the Department of Public Instruction could help promote apprenticeship through a regional effort.

Mr. Rice shared that at the LEADERS conference it was discussed that 40% of high school graduates either don't go to college or go and drop out; how do we find the people who are not participating in college and create the environment to have these conversations? Mr. Rice noted that some trades are more effective at recruiting women and minorities than others. Co-Chair Pratt agreed and added that different trades have different cultures, requirements, hours, environments. For example, plumbers and electricians have set hours, higher pay, work inside, and less physically demanding jobs.

In contrast, road construction work is seasonal highway work and is often performed at nights and on weekends. Mr. Anthony suggested customizing outreach and support efforts to each trade.

Mr. Henry Hurt commented that the first three years of an apprenticeship are the most difficult. Once female apprentices get through the initial difficulties and onto a crew with coworkers that care about them and the work, they get past the initial difficulties and on a crew with people who care, the apprentices are okay.

Ms. Morgan asked Nancy Nakkoul how she filled the Tools for Tomorrow classes with female participants. Ms. Nakkoul stated the trends seem to involve perception and money. Ms. Nakkoul cautioned that there is no single audience. Most female participants in those classes were seeking money and personal autonomy; they didn't want to perform people-oriented jobs for low pay. They ranged in age from 26 – 37. Having a network and a cohort were very important to them.

Mr. Brandon Mortenson shared that his company recently hired six apprentices and were challenged to get women, even while partnering with technical schools. It appeared as if women candidates had already decided to pursue other occupations.

Mr. Michael Daily commented that forced overtime is a significant discussion. His company has hired several 25-35 year old women who desire not to have mandatory overtime, especially without notice or with little notice. His company may implement limited "free passes" which the employee could use when unable to make overtime hours due to emergencies.

Mr. Hurt shared that he just texted I just texted three female colleagues about why they chose construction careers: one replied and answered that she didn't want to depend on anyone and she wanted to earn money.

Ms. Radcliffe shared that in her prior career in construction, she grew tired of being the only woman. There were certainly cultural factors. Management educated themselves on diversity, but they did not apply it to the field. Changing the culture of construction, she suggested, must start with changing the contractors.

Ms. Morgan clarified that the Bureau did not budget for outreach to underrepresented populations in the competitive grants. Milwaukee's BIG STEP programs have produced 600 pre-apprentices. The Bureau and Council should work more with underrepresented workers currently in registered apprenticeships to keep them enrolled.

The Council discussed how to survey current sponsors for their female and minority percentages and recruitment and retainment practices. The culture at each company differs and may make a difference regarding attracting applicants from underrepresented pools. It might be that a handful of companies carry a disproportionate percentages. If the survey can identify those companies, we can request them to become champions.

The Council suggested the following:

- making the survey blind, i.e. not record participant information.
- survey manufacturing sponsors
- survey apprentice completers
- survey employers with increased percentages of underrepresented apprentices
- ask open-ended questions about barriers and challenges
- ask about gender-focused pre-apprenticeship programs

The Council broke for lunch.

7. Apprenticeship Orientation & Cultural Competency Training

i. Apprenticeship Orientation

When the Council resumed, Ms. Morgan transitioned to a discussion on Apprenticeship Orientation Course.

Ms. Morgan explained the background. The course was developed several years ago. Several trades liked it; others refused to use it. So, the Bureau did not implement it. Later, the Bureau received the state apprenticeship accelerator grant, which included funding for increasing participation of women and minorities in apprenticeship and apprenticeship infrastructure. Therefore, the Bureau will use grant funds to revise the orientation.

The new version will be available online and accessible through laptop, desktop, or mobile device. It is projected to consist of six 30-minute modules, and will take approximately 10 hours to complete, half the time of the original. Apprentices will be required to take the finished course pass/fail within a yet-to-be-determined number of days after beginning their apprenticeship.

The primary business reason for the orientation is that nearly 60% of sponsors do not provide an orientation of their own. Diversity is embedded into the entire course rather than being addressed as a separate concept. Apprentices will also receive the orientation handbook to be used as a resource to help them work through issues as they arise. BAS expects to have the entire course ready shortly after January 1, 2018. Voices in narrated portions will vary, e.g. male and female.

Council members commented that the orientation includes good content. One member suggested that the orientation not be used as part of pre-apprenticeships. Another member suggested streamlining the content to reduce the length to avoid discouraging new apprentices. Another member appreciated that the orientation is linked to Transition to Trainer. Scenarios are good. One

member suggested revising the term, "Personal Survival Plan," because it may be alarming. Last, a member suggested that the Orientation Handbook should be available electronically.

ii. Cultural Competency Training

Karen concluded by informing the council that BAS will also have the cultural competency training previously developed by the Council update and is projected to be completed by the diversity conference in the fall of 2018.

8. Youth Apprenticeship Update

Ms. Morgan gave the floor to Ms. Cathy Crary, YA Section Chief.

Ms. Crary explained that youth apprenticeship is ramping up its outreach and curriculum development because many states have already done so. The staff is developing a new logo and tool kit, including a revised website and materials for parents. Curriculum updates are in progress. Policies bridging youth and registered apprenticeship are completed.

Ms. Crary noted that the bridges are challenging because they will differ by technical college and sector. The "Cadillac" version would be a 100% standardized bridge, but some schools may need to provide some related instruction in-house due to cost.

Last, Ms. Crary shared that, "We are one. We are apprenticeship," a slogan that speaks to the union of the youth and registered apprenticeship programs. Apprenticeship Training Representatives are connected more with local youth apprenticeship programs; youth apprenticeship programs are being infused with additional certificates to prepare participants for registered apprenticeships; and youth apprenticeship is increasing its outreach to women, similar to registered apprenticeship.

The Council thanked Ms. Crary.

9. CFR 29.30

Ms. Morgan referred the Council to the related material in their packet, including a memo from the U.S. Department of Labor that states the Bureau must submit a equal opportunity implementation plan by January 18, 2018. The Policy and Standards Subcommittee recommended the Bureau use language from DWD 296 for Wisconsin legislation and then concentrate on getting tools developed to better serve Wisconsin.

10. New Apprenticeship Reimbursement Credit

Ms. Morgan continued along the agenda. She explained that for the past 15 years DWD Workers Compensation (WC) has been developing a 2% premium credit for apprenticeship sponsors for related instruction.

Mr. Chris Reader explained that the credit requires minimal paperwork, which goes to the WC insurance company, but insurance companies are not required to participate. The maximum credit is \$2,500 per year.

Ms. Morgan explained that the credit will become available October 1, 2018. Companies that opt in must make the credit available to all customers; they cannot offer it to only some participants.

11. WTCS Update

Ms. Nancy Nakkoul referred Council members to the handout provided in the meeting materials.

Enrollment is still increasing but the rate is slowing. The Worldwide Instructional Design System repository has most of the related instruction mapped and saved. The Wisconsin Technical College System hopes to have cyclical revisions by next year.

The new apprenticeship for Auto Body Collision is almost finished. The new apprenticeship for Organic Vegetable Farm Manager is close to being done. It is the first 100% competency-based program, and is more popular in the southern part of the state.

Great Lakes Higher Education made 200 apprenticeship scholarships available. The organization received 289 applications; 250 applicants were eligible; and a review committee will determine the 180 recipients.

Ms. Nakkoul concluded by reporting that the WTCS has received a 40% increase in GPR funds for direct instruction support.

12. DPI Update

No update was provided. The Department of Public Instruction representative, Mr. Brett Kindred, could not attend.

13. Statistically Speaking

Mr. Rice referred Council members to the statistical report included in the meeting materials. He noted several key points. Foremost, overall contract numbers are up. Contracts in the service area have decrease because occupations were lost. The number of one-year completions may have some background issues due to apprenticeship contract cancellations. If an apprentice cancels a contract and then signs a new one which grants credit for prior learning, the apprentice can complete the contract in less than one year. Those anomalies are showing up in the completion numbers, and appear to indicate odd completions.

The Council thanked Mr. Rice.

14. Next meeting date

The Council tentatively scheduled its next meeting for February 27, 2018, from 10:00 a.m. to 3:00 p.m. The location will be determined later.

17. Adjourn

A motion to adjourn was made by Mr. Grohmann, seconded by Mr. Branson, and approved by the Council. The Council adjourned at 1:06 p.m.

*Respectfully submitted by
Owen Smith, Program and Policy Analyst*